

MACLEOD

ALBERTA



Where Nature is making a Big City

C. R. Anderson
Macleod,
Alberta

Spectator Presses
Macleod, Alberta

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MACLEOD

INTRODUCTORY

This Is Intended for You ; Read It

Every day letters are received from all over this continent asking for information about Macleod. "We hear Macleod is one of the most enterprising cities in Alberta," they say, "and we will be glad if you will send us a little literature."

When you hear of people inquiring in this way, it's a good sign — it's just like people enquiring about some commodity a business man is putting on the market. They generally ask

“What are the chances of doing business

Since this booklet was printed, the 1912 tax rate for the town of Macleod has been fixed at seven mills. This is the lowest tax rate of any town in the whole of the Dominion of Canada.

Today he's worth at least \$50,000.

There are dozens of similar cases. Of course, some have not made good, but the fact that men have gained financial independence after a few years in the Macleod district is proof that the Macleod district is a desirable location for the man who wants to go ahead in this go-ahead Western country.

We don't say we will make you millionaires in five minutes. What we tell you is: this is a fine part of the country to live in. That's why we are here. It has as many opportunities as the best, and many more opportunities than the next best. Everything depends upon the man himself; if he comes determined to show his best mettle, he'll have every chance to win.



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When you hear of people inquiring in this way, it's a good sign — it's just like people enquiring about some commodity a business man is putting on the market. They generally ask questions before doing business.

Now they're asking questions about Macleod because they're interested in Macleod. And they're interested in Macleod because they consider they have a good chance of making progress in Macleod.

A man stated the other day that when he arrived in this district in the eighties he hadn't a red cent to his name. Today he's worth at least \$50,000.

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MACLEOD

And when he has shown his mettle he will be mighty glad he came.

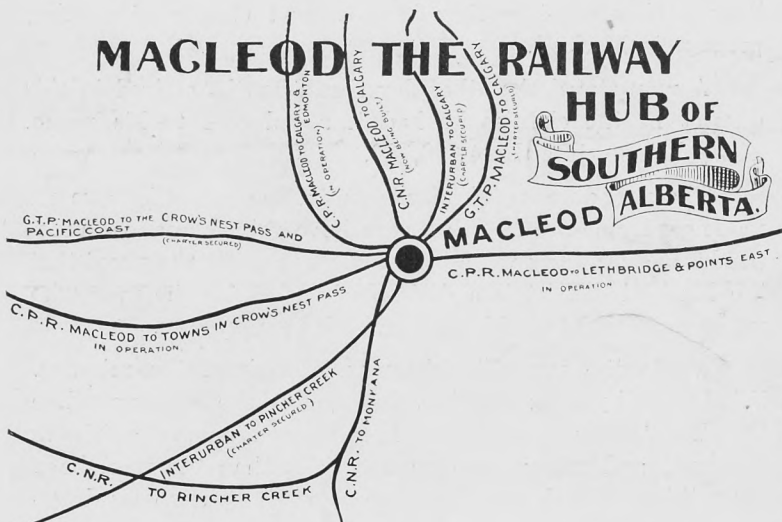
The facts mentioned in this booklet are vouched for by the Macleod Board of Trade. Our policy has been to tell nothing but the truth about Macleod.

Our natural advantages are so great that we can afford to let other towns blow off a lot of hot air.

Questions sometimes asked by prospective new-comers are used in this pamphlet, in order that the information they have received may be of service to others. In replying to questions we have just given information we would give to the man on the spot who has every opportunity of verifying every detail.

If you want to come West and identify yourself with a growing town and grow with it, come to Macleod. Come with your family, because it's a good place to LIVE in. Come with your money, because it's a good place to INVEST in. Come yourself, it's one of the best places to GROW in.

INDUSTRIAL COMMISSIONER,
MACLEOD, ALBERTA.



Questions You Have a Right to Ask, and Answers I Have a Right to Give

BY JOHN RICHARDSON

What Is Macleod, and Where Is It Situated?

Macleod is a growing prairie town with a population of 2510, situated on the Canadian Pacific Railway in Southern Alberta. It is 65 miles from the United States border, 108 miles from Calgary, and 140 miles from Medicine Hat.

It is the centre of an agricultural district that produces more grain of a better quality than any similar district in Alberta. Macleod farmers

PART OF THE TOWN THAT IS WAITING TO WELCOME YOU



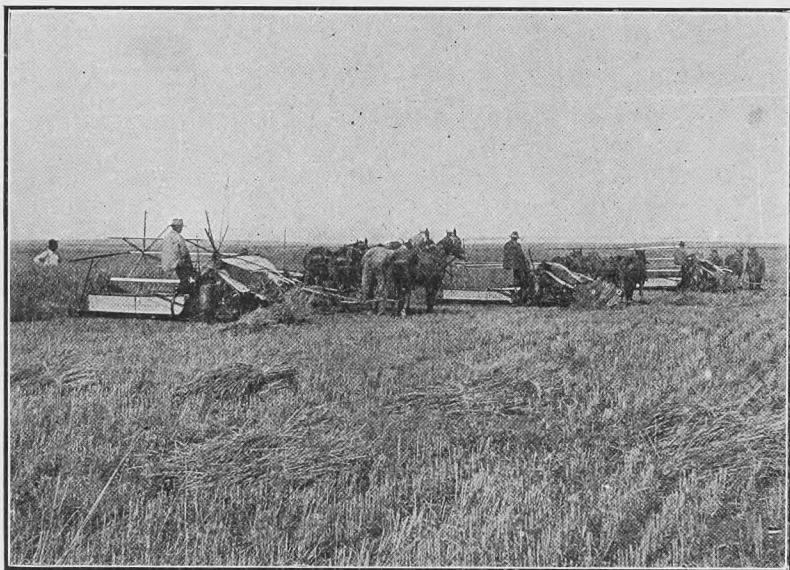
A View of Macleod—the Alberta town that is growing by leaps and bounds. Where only a few years ago small shacks existed, to-day there are substantial buildings that would do credit to any city.

claim to have "the wheat that beats the world," and the prizes gained in various parts of Canada and the United States justify the claim.

Is It Easy of Access, or Is It 100 Miles From Nowhere ?

It can easily be reached from any part of the continent. The man in the East can board his train at Montreal or Toronto and come into Macleod after only having to change his train once. The man in the

THE BACKBONE OF ALBERTA



Cutting grain in one of Macleod's famous wheat fields. This is how the world's best wheat is handled.

United States can be booked straight through to Macleod from almost any point, and it will be the first place of importance after he crosses the international boundary and enters the Province of Alberta. The man in Great Britain can board his ship at Liverpool or Glasgow and settle in Macleod among hundreds of his fellow countrymen, who will be glad to see him and render him every service.

Is Macleod At a Standstill, or Is It Growing ?

Five years ago Macleod's population was 1000. At the time of writing it is roughly 2510, and immediately in front of us there is the

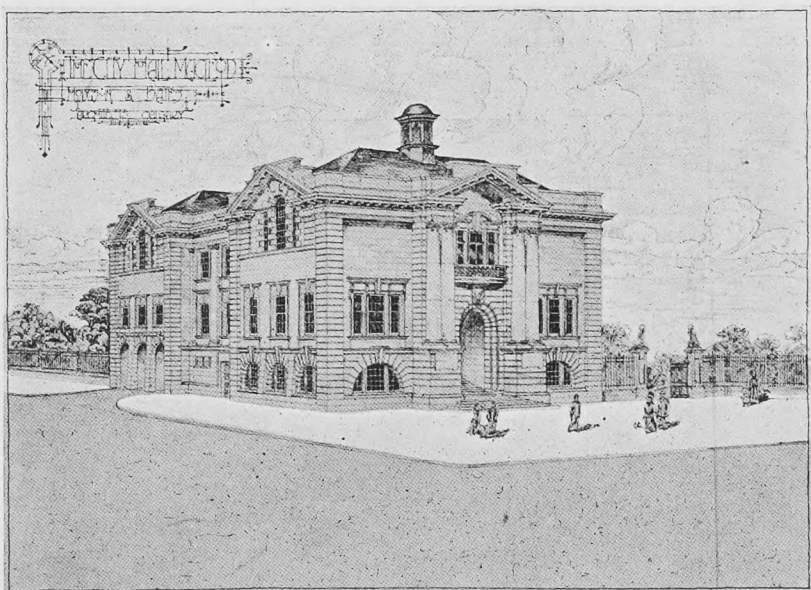
increase assured by the building of the Canadian Northern Railway, who are making Macleod an important Divisional Point, and will run out of here at the beginning of 1913. The building of this new line is expected to add to our population another 500 men with their families. We are also assured that the Grand Trunk Pacific will soon be operating in and out of Macleod, and that will add further to our population.

What Are the Signs of Development ?

A new municipal building is being built, costing \$100,000. A new post office, costing \$50,000 is promised for next year. The accommodation of the old post office, one of the busiest institutions in this part of the country, is absolutely inadequate.

The Town Council have passed a by-law which will make all new

MACLEOD'S NEW MUNICIPAL BUILDING



\$100,000 is now being spent on this building, which will be the finest municipal building in any town the size of Macleod in the whole of Canada.

buildings in the centre of the town built of either stone or brick. The time of the wooden shack is past.

During the last two years the Council has laid about eight miles of concrete sidewalks.

Macleod has 350 telephones in operation. Judging by the present rate of progress, we shall have 500 telephones by the end of 1912. A large telephone exchange is promised for next year.

Manufacturers are beginning to look upon Macleod not only as an agricultural centre, but as an industrial centre as well. There is a big prospect that by the time these lines appear in print Macleod will have been selected by one of the powerful milling companies as their centre for Western milling. This will give the town a wonderful impetus. Negotiations are going on for several large plants to locate at Macleod, at least two of them employing 200 men each. Any one of these concerns will mean a large increase of population. Taking five as an average for a family, it means that another 1000 people are in sight.

The town has its own electric lighting system, and its own water supply. There is a move on foot to utilize for the town the immense

THE MACLEOD STONE QUARRY—ONE OF OUR GROWING INDUSTRIES



water power that lies at our door. The power of the Old Man River, the mountain stream which passes through Macleod, will soon be harnessed in the interests of the people, and as soon as that happens many Eastern manufacturers will certainly locate here.

There is a supply of iron ore in the mountains near Macleod, and it is now being developed. With cheap fuel close at hand, Macleod may eventually become an iron centre.

There are undoubted evidences that Macleod is situated on a seam of coal, which will also be developed in the near future. In fact, private parties are now shaping plans to start boring operations. Immediately

A VIEW OF MAIN STREET, MACLEOD



Macleod possesses no less than forty-five automobiles. Not bad for a town of 2510, is it?

the outside world knows that, with the other natural advantages, coal is here, there will be a rush of industries to this district.

Macleod must develop with the development in the Crow's Nest Pass region. This region, as far as Cranbrook, British Columbia, has a population of over 35,000, and the mining camps are growing every day. The

natural distributing point to this territory is Macleod. An expert who recently went over the Crow's Nest Pass region states that the following are the supplies taken in there:—Groceries, \$972,800 per month; hardware, \$442,000 per month; boots and shoes, \$312,000 per month; butter and eggs, \$400,000 per month; dry goods, \$700,000 per month; fruit, \$175,000 per month; hay, 12,750 tons per month; and oats, 9,220 tons per month. The coal output is 12,200 tons per day, and more than 1000 tons of coke are produced every day. Over \$600,000 are paid in wages every month in that district.

THIS IS THE MARKET AT MACLEOD'S BACK DOOR.

What Kind of Newcomers Is Macleod Anxious to Receive?

Every man with brain and brawn is welcome. It doesn't matter where he comes from. The best chances are for farmers and men with a little capital. Cattle raisers and horse breeders will do well. A man

WEALTH IN A MACLEOD WHEAT FIELD



with money to invest will find dozens of propositions that must appeal to him. The propositions are appealing to most of us here, and they will appeal to you.

What Are the Chances for Obtaining Employment ?

They are good, particularly in the summer, although in winter there's not so much work to be obtained for the mere asking. In the



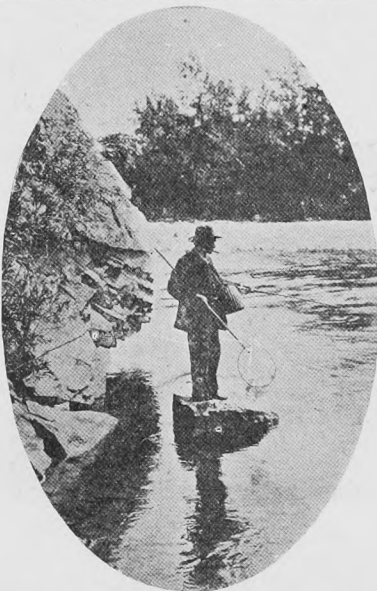
Besides business, there's plenty of sport at Macleod. Fish caught in the Old Man River.

country, men are required to aid in breaking the land and to cultivate it. Farm hands are eagerly sought for in the harvest season. An experienced farm hand will receive \$40 per month the year round, and the inexperienced man will get \$25 per month. Board is included.

What Is the Cost of Living ?

House rents vary according to the house, and no definite rate can be mentioned. Speaking generally, there is not much difference in the rents paid here and the rents paid in Eastern Canada. They are a little cheaper than those paid in some parts of the United States. They are dearer than the rents paid in Great Britain.

Provisions cost a little more than in Eastern Canada, and clothing is more expensive. These things are more than offset by the fact that here wages are almost twice as high as they are in Eastern Canada.



A Macleod business man fishing in the Old Man River, Macleod.

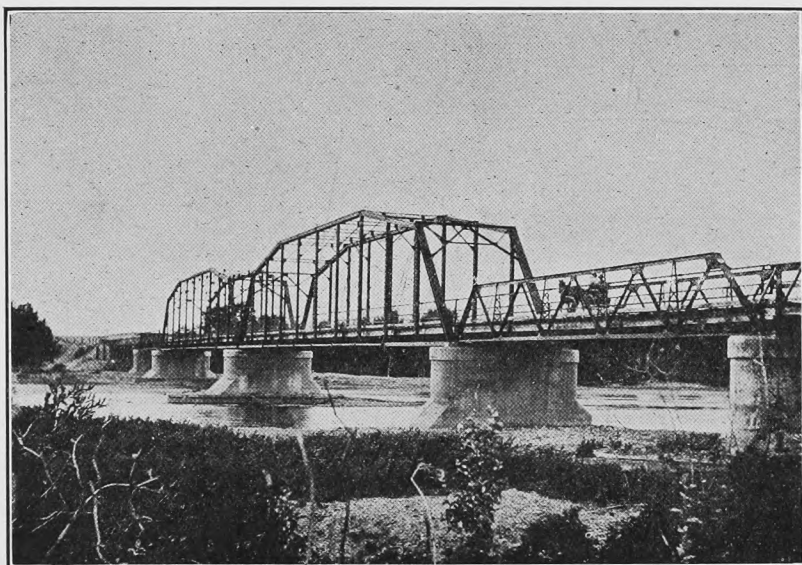
Is Macleod a Good Place to Live In?

Yes; if it wasn't it would not be growing at its present rate. Our death rate is one of the lowest in Alberta. The water supply is the purest known in this part of the country. Macleod is not a "dead and alive hole" to live in. The townsfolk are sociable, not clannish, and always welcome newcomers. The social life of the town is another feature. Macleod is very much wide awake. Theatrical companies come to the City Hall frequently, and some of the best shows are staged. The Lyric theatre is always crowded by appreciative audiences, and another big theatre is being built and will be open by the time this pamphlet is printed. The town's four churches do their full share towards brightening the social life of the townspeople.

Is Macleod a Desirable Place for a Man to Bring His Family?

Yes, our educational system has turned out many good men. The public and high school building cost \$50,000, and it is one of the best

A PRETTY SPOT IN SUMMER



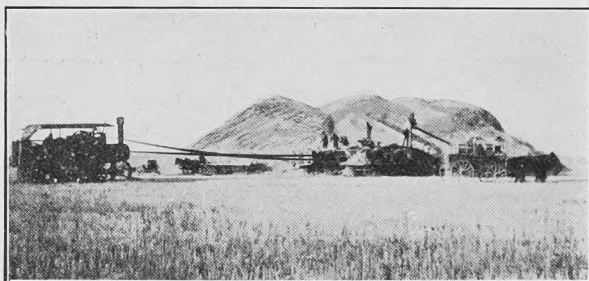
The bridge across the Old Man River, west of Macleod.

schools in the province. The teaching staff consists of the principal and nine assistants. The number of children on the roll is 350; a year ago it was 270.

The Macleod Business College is a valuable addition to the town's educational facilities. At this place shorthand, typewriting, English, business training and other subjects are taught.

Macleod has turned out, and still is turning out, some of the best men in Alberta.

A TRACTION-ENGINE THRESHING SCENE



There are more of these outfits at work in the Macleod district than in any other part of Alberta.

Are the Rates In the Town of Macleod High?

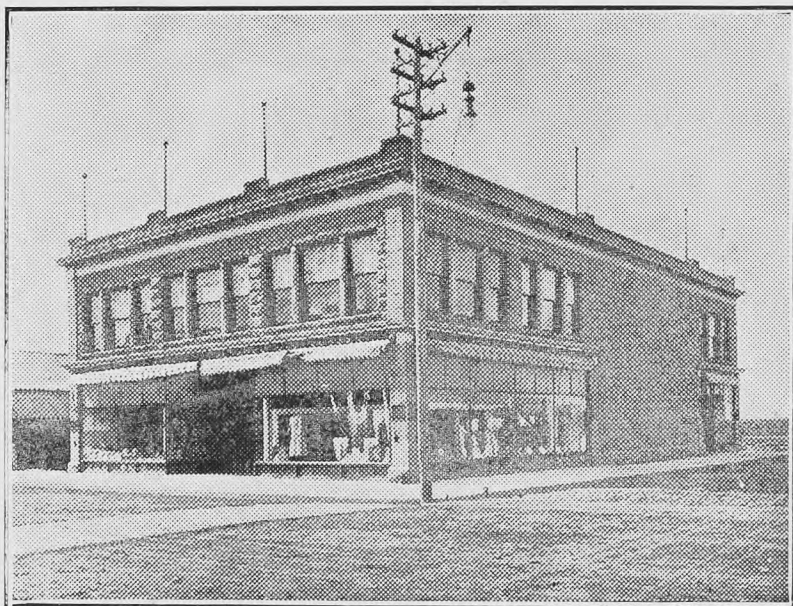
No, they are medium. People living here have the advantage of getting the fresh country air of Southern Alberta and at the same time being in a thriving town, and they pay a country rate. Macleod is in a peculiarly happy position so far as rates are concerned. It owns its own townsite, and is able to keep its rates down by selling town lots from time to time. For instance, during 1910 and 1911 a large amount was spent in making cement sidewalks; but the ratepayers were relieved of this burden by the action of the council in disposing of a number of lots, which, by the way, are quickly taken up—a good sign of the faith the townsfolk have in Macleod. The same thing is happening today in the matter of payment for our new \$100,000 municipal building.

What Is the Character of the Surrounding Country?

Level and rolling. At one time Macleod was a great cattle raising country. Dozens of cow-punchers of the old days can be met on the streets, and they tell stories that always interest the new-comer. Cattle raising has largely given place to grain growing. The farmers in the Macleod district are mostly growers of grain. An effort is being made to arouse interest in mixed farming, for which this country is particularly suitable, and many farmers are taking that up with keen-

ness, knowing full well the big market they have at their doors with their correspondingly high prices. There is no better place in the country for men who know the business of mixed farming. Arable lands are all around Macleod, which has the biggest grain elevator west of the Great Lakes, with a 300,000 bushel capacity.

A STORE THAT IS A CREDIT TO ANY CITY



The Hudson Bay Company's store at Macleod. There will be more like it this year.

What Is the Character of the Soil?

Black loam, with a clay sub-soil—a very good combination because it holds moisture. Some of our farmers have been cropping continuously for twenty years. Alfalfa growing has just passed its experimental stage in this district, and it has been proven a big success. One local farmer has cut as many as three crops of alfalfa in one summer.

Is Irrigation Necessary?

No; land in the Macleod district does not need it.

Is the Land Clean?

Yes; there is no scrub and bush. Our's is all prairie land — easy to break. Newcomers get crops on the first year's breaking.

What Is the Cost of Land to the Settler?

Newcomers pay from \$10.00 to \$35.00 an acre, according to distance from town and the nature of improvements.

What Will the Land Produce

Macleod land produces wheat, oats, barley, roots and vegetables of all kinds, and it is admirably adapted for mixed farming. As far as the yield is concerned, a great deal depends on the farmer. Macleod farmers have the world's record for wheat growing. Bad years are scarce here. We have never been without a crop. In good years we get as

MACLEOD HAS MANY PROSPEROUS HOMES. THIS IS ONE
OF THEM



It belongs to the Hon. Malcolm Mackenzie, M. P. P., Provincial
Treasurer of Alberta.

much as 60 bushels of wheat to the acre. Last year one man, just south of Macleod, grew 68 bushels to the acre. Our farmers have won more prizes for wheat growing than the farmers of any other part of the

Prairie Provinces. We claim to have the best wheat in the world, and it can be grown from an unrestricted and boundless area. The permanency of the land for wheat growing is demonstrated by the fact that Mr. D. J. Grier, Mayor of Macleod for many years, has been farming for the last

WHAT THE MACLEOD FARMER IS ACCUSTOMED TO



Standing in a Macleod wheat field. Compare the height of the grain with the standing figure.

twenty-eight years, and that his farm has yielded twenty-one crops in the last twenty-three years, having only been summer-fallowed twice in that time. This is substantial proof of the lasting character of the soil here.

Is Dry Farming Resorted To?

The country is suitable, and the farmers are taking it up. This year the Dry Farming Congress is being held in the neighborhood, thirty-two miles away, and this will stimulate interest in dry farming.

What Size Tracts Can Be Obtained?

Anything from a quarter of a section up to two or three sections. (A section is 640 acres.)

How May Land Be Procured?

Nearly all land can be purchased on time purchase. It cannot be procured from the Government, but by direct purchase.

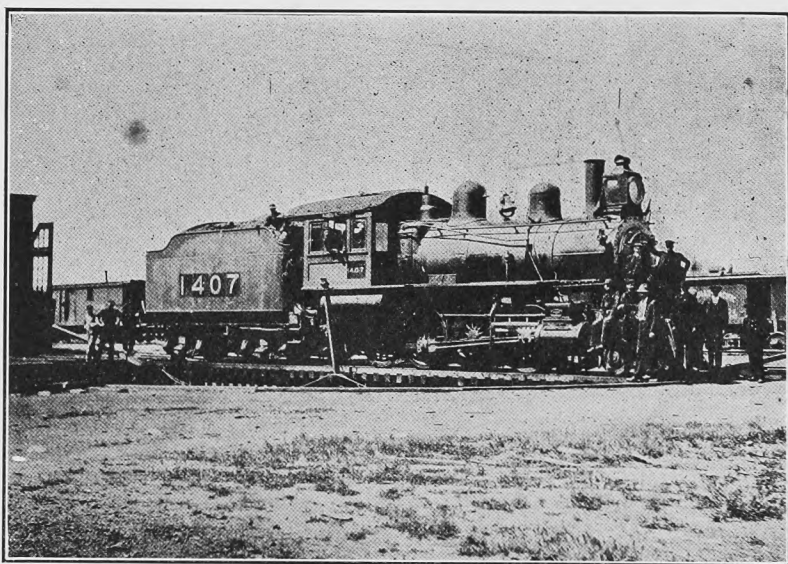
What Is the Character of the Climate?

It is mild, being affected by the "Chinook" winds. The climate is excellent — unsurpassed. We are not subject in winter to the continual bitter cold weather of the more Eastern Provinces, and the winters are rarely anything serious. We have spells of cold weather, but it is dry and does not last long.

What Is the Price of City Property?

It varies from \$300 a lot to \$1,500 for residential purposes, according to location. The lots are 66 feet long and 99 feet deep. Business sites on

RAILWAY ACTIVITY AT MACLEOD



A Canadian Pacific locomotive at the Macleod Round House. Macleod is earning the title of the "Railway Town of Southern Alberta."

the main street can be purchased at an average price of from \$200 to \$350 per front foot. In no other town of the same size can business property be purchased at these prices.

What Opportunities Are Afforded Homeseekers?

We need dairy farmers. There is a big market in the Crow's Nest Pass for all market garden produce. This line of business has practically been untouched up to the present.

The supply of hogs and poultry is poor, although the demand is great.

Alberta at the present time is importing somewhere in the neighborhood of five million dollars' worth of poultry and eggs each year, and these could all be profitably raised at home.

Please Mention Some of the Openings for Men With Limited Means

Macleod wants a tent and mattress factory. The man with sufficient capital to start this industry (it should not cost much) will quickly get good profits. The nearest factory cannot supply the demand for the cheap mattresses wanted by the local contractors.

The starting of a sash and door factory is a grand chance. We have the material and the demand. What we want is a firm who will start the factory. The Calgary manufacturers have a hard time filling orders, and contractors here are kept waiting. The demand is growing every day with the rapid development that is taking place.

There is a good opening at Macleod for a soap factory. The raw material can be had locally at a nominal cost, and the demand is immense, particularly in the Crow's Nest Pass.

Everything points to the successful operation of a woolen mill. There are thousands of sheep in the vicinity, and the wool is now being shipped out of the country for manufacture elsewhere. Coupled with this, there is a large local demand for blankets and woolen goods of every description.

Although the clay deposits are good, Macleod has never been fortunate enough to possess an up-to-date brick plant. The possibilities in this direction are great. There is a big market here for all clay products. All brick for building purposes used in Macleod is shipped in from outside, although it could easily be made at home.

One of the best openings in Macleod is for a sack factory. This industry will largely increase by the opening of the Panama Canal, as all grain shipped by this route will have to be sacked, and Macleod is the logical point for this operation. Hundreds of thousands of sacks are already shipped into this district from the East.

For special inducements in all the above lines, see back page of this pamphlet.

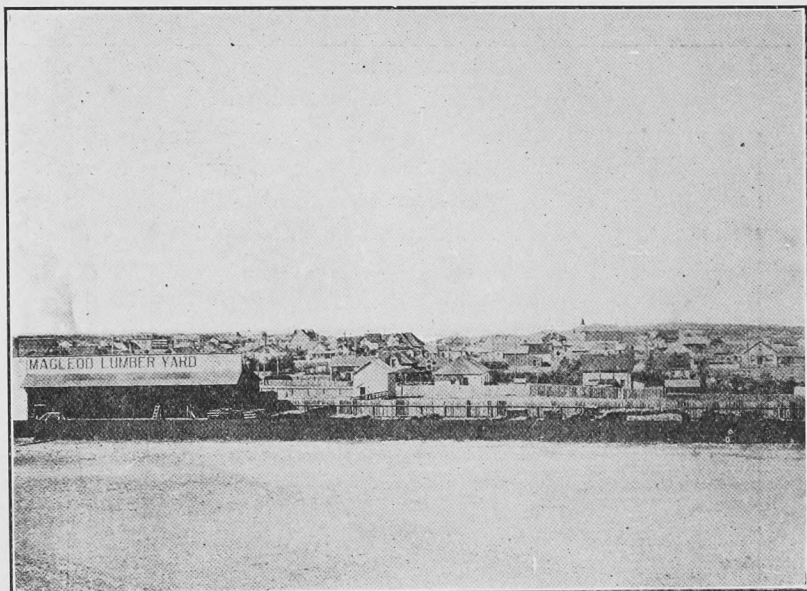
Macleod wants a linseed oil and cake maker, and will offer inducements to the man who will take advantage of the favorable conditions that exist and start a good factory.

We have just the things necessary to make linseed oil and linseed cake. Local farmers grow flax of the best quality, and there is plenty of

it. The manufacturer of linseed oil and linseed cake can sell to the local farmers all the oil and cake he can make.

The firm which is enterprising enough to consider the starting of a linen mill in Western Canada had better consider Macleod before locating elsewhere. Manufacturers of linen in Ireland depend largely upon the straw of flax, and here there is a good supply of the very same straw.

ANOTHER VIEW OF THE TOWN OF MACLEOD



Macleod has electric power, and will soon have water power. It is cheap. To the man who will start a good linen mill, Macleod offers a free site, cheap power, low taxes, and a big market for his article.

There are openings in most lines of business, and information will be gladly forwarded regarding them.

How the Panama Canal Will Double Macleod's Population

BY JOHN RICHARDSON

If you even mention the words "Panama Canal" in Macleod, the townsfolk will immediately open their ears and become interested. The reason is that they know the tremendous effect the opening of the Panama Canal is going to have upon Macleod's development.

It is explained in this way:—At present the grain of the three prairie provinces, Manitoba, Saskatchewan and Alberta, goes east through Winnipeg and to the head of the Great Lakes, Fort William, on its way to the market of Great Britain. But with the opening of the Panama Canal the grain of Alberta and Saskatchewan will find an outlet through the west for the simple reason that it will pay to use that route.

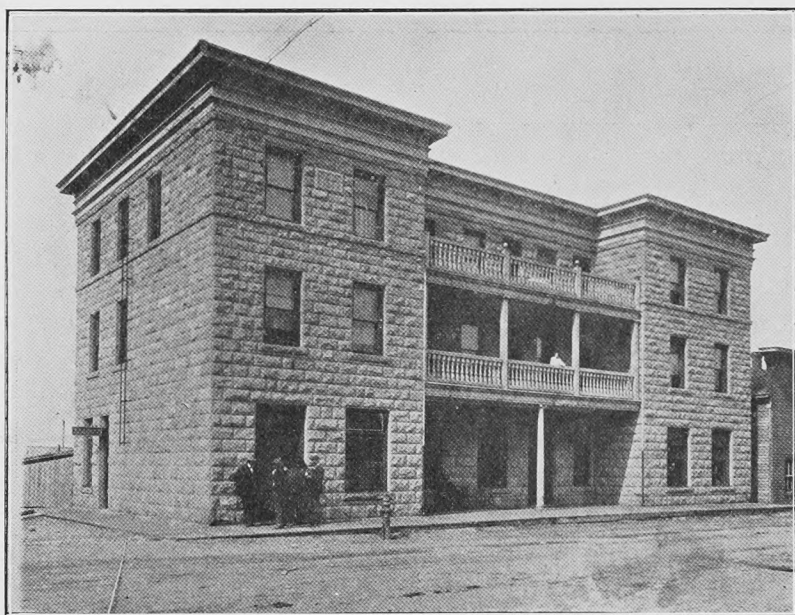
THE MODERN WAY OF FARMING



A farmer with four four-horse teams at work on a Macleod farm.

By means of the Panama Canal the grain of these Western Provinces will be several thousand miles closer to Liverpool than it is today, and as the freights will be proportionately cheaper, grain will be shipped at the Pacific ports.

A FAMOUS ALBERTA HOTEL



The Queen's Hotel at Macleod, known all over Western Canada and beloved by commercial men. It was built out of stone quarried in the Macleod district.

Now, to get to the Pacific Coast, the grain will be taken along the route that is the cheapest and best. The Crow's Nest Pass is the lowest grade across the Rocky Mountains, so shippers will use that line.

Macleod is the nearest prairie town to the Crow's Nest Pass. Railways are already centring on Macleod with the object of getting western grain through the Crow's Nest Pass when the Panama Canal is in operation. They are making Macleod something like Winnipeg. In fact, Macleod is "the Winnipeg of the Pacific." It's the prairie gateway to the Panama Canal.

Grain shipped to Eastern ports commands the markets of Europe, but once the Canal is completed, grain shipped to Vancouver, Westminster or Prince Rupert, by way of Macleod and the Crow's Nest Pass, will command not only those same markets of Great Britain and Europe, but those of South Africa and the Orient as well.

"The Canadian Finance," referring to the effect of the opening of the Panama Canal on such places as Macleod, says, "THE CITIES OF

MACLEOD'S NEW HOSPITAL



A \$40,000 building just completed.

THE WEST WILL BE BUILT UP. LARGER MARKETS WILL BE OPENED UP FOR THEIR EXPORTS, AND THEIR IMPORTS WILL BE CARRIED MORE CHEAPLY TO THEIR OWN DOORS. THEY WILL RECEIVE MORE AND PAY LESS, AND THEY WILL GET RICH."

This should particularly appeal to manufacturers. By building your new western plant at Macleod, where there is plenty of cheap power, cheap water and cheap fuel, you will be able to foster not only the markets of the Prairies, the markets of the Crow's Nest Pass, but you will be on the cheapest line of communication with Europe and the Orient.

<p>These facts are for the benefit of business men Business men will take advantage of these facts</p>
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How Macleod Grows

Good business lots four years ago could be bought in Macleod for \$600 each. Some of these are now worth \$10,000.

Residential lots five years ago cost in the neighborhood of \$100. These lots today are worth anywhere from \$500 to \$2000. What has happened once will happen again.

There will be a much greater development during the forthcoming five years than in the last five years. Remember, this is Canada's Century.

MACLEOD LANDMARKS



Top—The Court House. Although it is a good building, it is hopelessly inadequate to the needs of the Macleod district, as Macleod is the judicial centre for the southern part of the province, and a new building may be built next year. Left—Macleod's power house. Right—Macleod's new creamery. Bottom—Entrance to the North West Mounted Police Barracks at Macleod.

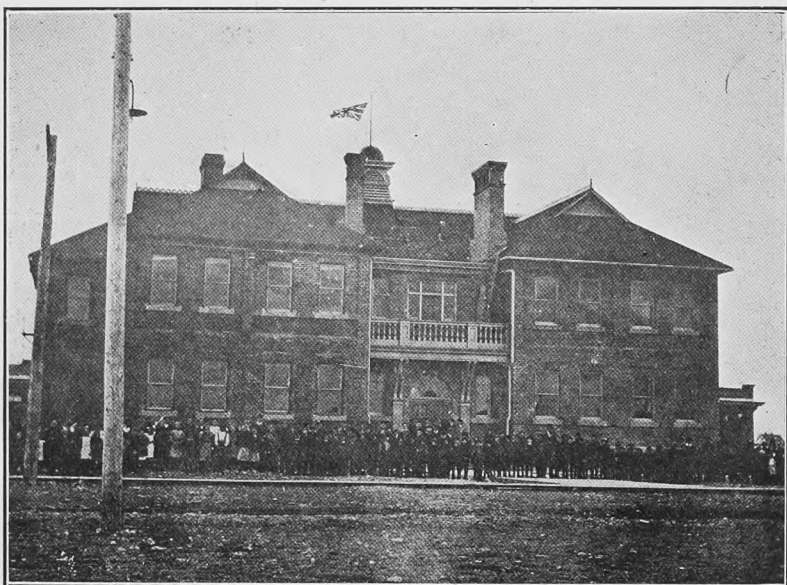
Macleod Wants Industries

BUSINESS FACTS INTENDED for BUSINESS MEN

When a manufacturer contemplates the erection of a Western plant he considers four points: 1st, transportation facilities; 2nd, geographical position and location of markets; 3rd, fuel; and 4th, inducements.

In a nutshell, this is Macleod's position:

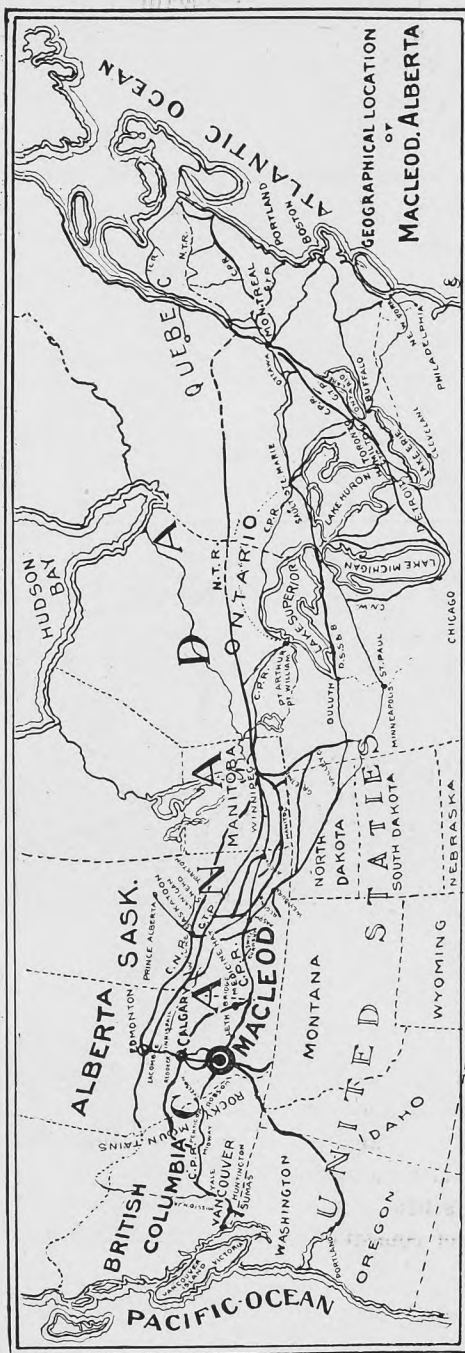
THE MACLEOD PUBLIC AND HIGH SCHOOL



The teaching staff consists of one principal and nine assistants. The number of children on the roll is 350; a year ago it was 270. The building cost \$50,000.

TRANSPORTATION FACILITIES:—Served by C.P.R. main Crow's Nest Pass line, which connects Macleod with Eastern towns and points in the Crow's Nest Pass, and the Calgary and Edmonton line that connects Macleod with those two cities and intervening points.

The C.N.R. line going south to the United States boundary and north to Calgary is in course of construction, and trains are expected to run at the beginning of 1913.



The G.T.P. announce that they will connect with Macleod next year, and the Alberta Interurban Railway will tap a rich territory between Calgary and Macleod, and Macleod and Pincher Creek. This is a proof that Macleod is already the centre of an important network of railways and that the network is extending.

GEOGRAPHICAL POSITION AND LOCATION OF MARKETS:—The district surrounding Macleod is one of the richest in Canada, both in mineral and agricultural products. The world's best wheat grows in the Macleod district. It is at the entrance of the Crow's Nest Pass, where the mining camps are supporting a larger population each year; and all this territory can be best served from Macleod, where distributing houses are being built to look after that market.

FUEL:—Macleod owns its own electricity, and this will be supplied to prospective manufacturers at a low rate.

Gas will connect with Macleod from Bow Island on the 1st of September, 1912, and will be sold for manufacturing purposes at 20 cents per 1,000 cubic feet. Steam coal can be bought in Macleod at \$3.05 per ton, a cheaper price than in any other prairie town.

INDUCEMENTS: — The town, which has a population

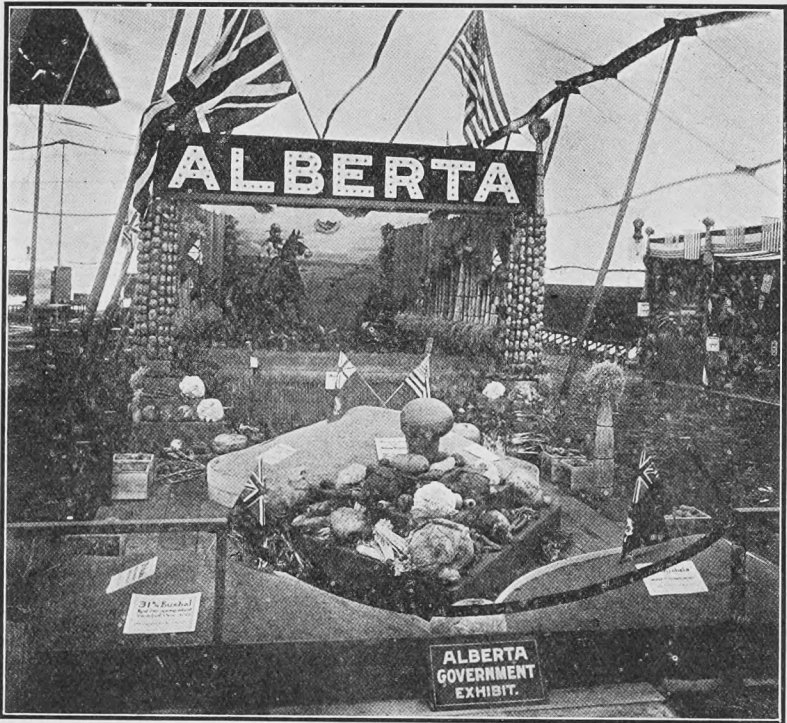
of 2,510, is offering liberal inducements to manufacturers who will locate at Macleod. These inducements are in the nature of free sites, low taxation, cheap water, and cheap electricity. Everything depends upon the size of the plant and its pay-roll.

If you are contemplating the establishment of a western branch of your business, write to the INDUSTRIAL COMMISSIONER, MACLEOD, and ask what inducements Macleod can offer you.

If you want to locate a western plant, consider the position of

MACLEOD ————— ALBERTA

MACLEOD IS THE BEST TOWN IN THE BEST PROVINCE
OF CANADA



This is how the Province of Alberta advertises itself. Macleod is one of the best towns in Alberta.

Macleod in a Nutshell

Population is 2510.

Two up-to-date newspapers are here. Like the town they are in, they are very much alive. Three printing plants do the town's printing.

Four chartered banks do the town's banking.

We have eight miles of concrete sidewalks.

Our grain elevator is the largest west of the Great Lakes.

The Macleod district grows the best wheat in Alberta.

Our farmers are prosperous. Most of them started in a humble way, and are now independent.

Macleod owns its own townsite—a rare asset—and when improvements are made the expense is met by the sale of town lots, and not by placing burdens upon the ratepayers.

The waterworks belong to the town, and the water supply is unquestionably pure.

The town owns its own electric light plant.

So far as electric light, water supply and sewerage systems are concerned, Macleod is much better off than most large cities.

Two lines of railway are here, and two more are building into Macleod.

One of the largest and best equipped public and high schools in Southern Alberta.

Four churches—English, Roman Catholic, Methodist and Presbyterian.

A shorthand, typewriting and business college.

A general hospital, one of the largest in Alberta.

Two military organizations.

The headquarters of the North West Mounted Police in this district.

Orders of fraternal societies.

Four hotels.

Two theatres.

Two social and business men's clubs.

Athletic grounds.

Exhibition grounds.

Agricultural Association.

Horse show.

Poultry show, etc.

A Few of Our Industries

Divisional point of the Canadian Pacific Railway.

Three elevators.

Building contractors.

Flour mill.

Three lumber yards.

A steam laundry.

A creamery.

Bottling plant.

A cement block plant.

A stone quarry.

Two newspapers and three modern printing plants.

Two automobile and general repair shops, etc.

Iron works and machine shop.

Several distributing houses.

Industries We Expect to Get

Shops belonging to the Canadian Northern Railway.

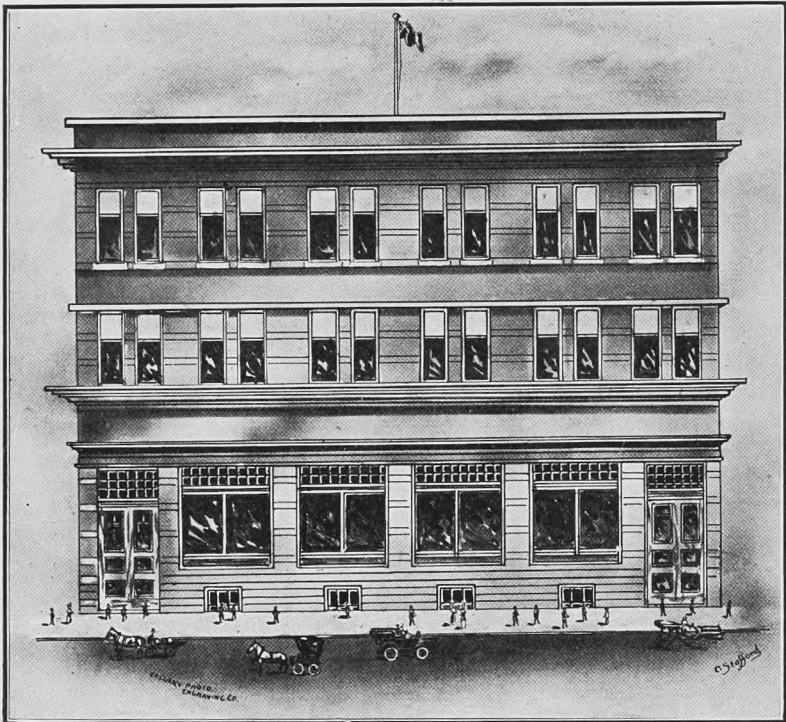
A sash and door factory.

Clay products plant.

A large saw mill and chemical works plant.

A big flour mill.

THE CONNAUGHT HOTEL



Now being erected on the corner of Fifth avenue and Twenty-first street, Macleod, almost opposite the new C. N. R. depot.

Industries We Are Working Hard to Get

A mattress factory.
Electric fixture works.
A linseed oil and cake factory.
Cement works.
Brick works.
A large cereal mill.

A linen fibre plant, including
sack factory.

A malting plant.

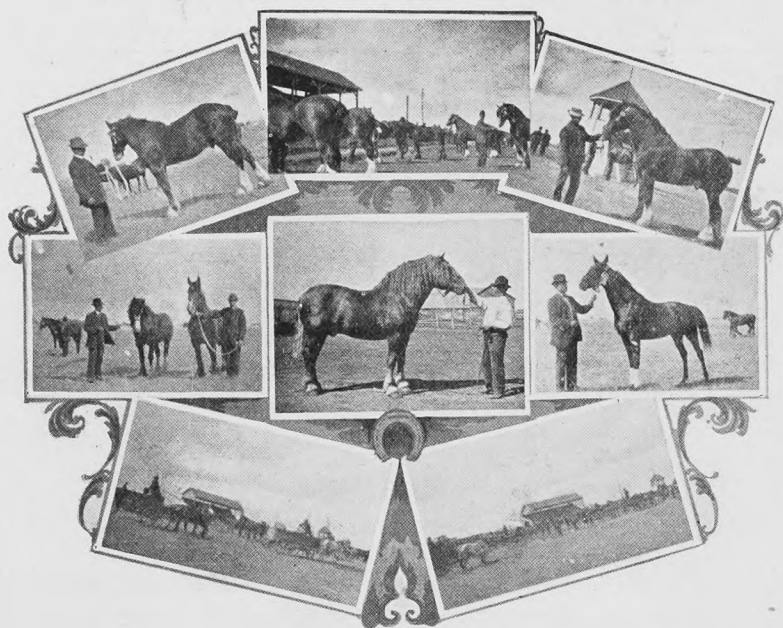
We are after every industry we
can get.

With a Market Like This At Our Back Door We Cannot Help But Grow

A delegation of the Macleod Board of Trade, which traveled through the Crow's Nest Pass in June, 1911, obtained the following information, which is authoritative, regarding the mining and lumber camps in that region.

These figures prove conclusively the tremendous market that exists at Macleod's back door:—

SCENES AT THE MACLEOD HORSE SHOW



A better type of horse can be seen at the Macleod Horse Show than at any other point in the West.

Population.....	35,000
Groceries imported (per month).....	\$972,800
Hardware imported (per month).....	442,000
Lumber cut (feet per day).....	1,250,000
Iron piping (cars per year).....	17
Butter and eggs imported.....	\$400,000
Dry goods imported (per month).....	700,000
Boots and shoes imported (per month).....	310,000
Fruit imported (per month).....	175,000
Hay imported (tons per month).....	127.50
Coal output (tons per day).....	12,200
Pay roll (per month).....	\$608,000

Her geographical position makes Macleod the natural distributing point of this wealthy area. The market is getting bigger every day.

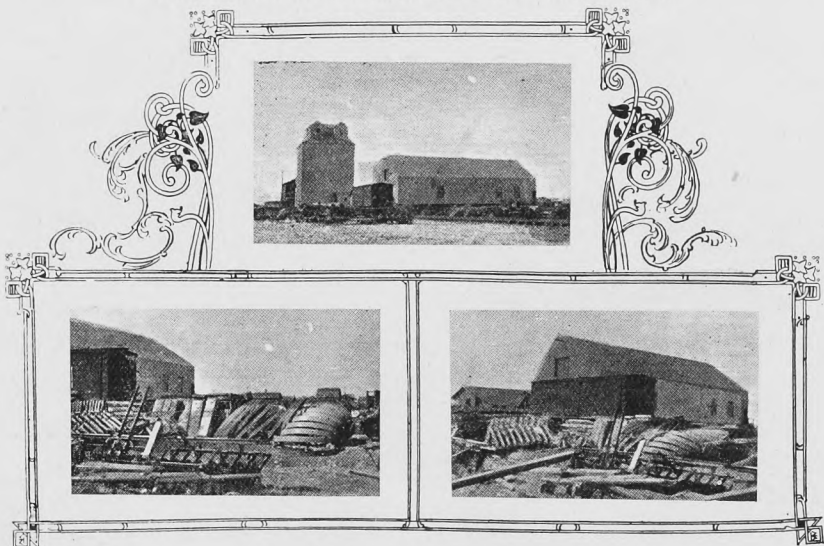
Coal Rates to Macleod

How Macleod is favorably situated regarding rates for steam coal:—

Burmis to Lethbridge, per ton.....	\$1.45
Burmis to Calgary, per ton.....	1.90
BURMIS TO MACLEOD, PER TON.....	1.05
Bellevue to Calgary, per ton.....	1.90
Bellevue to Lethbridge, per ton.....	1.60
BELLEVUE TO MACLEOD, PER TON.....	1.20

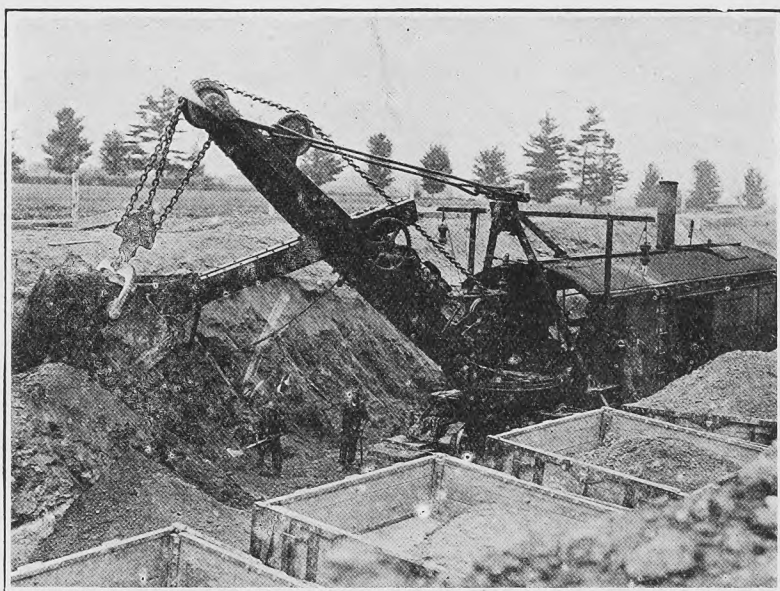
A large quantity of steam coal is shipped into Calgary from Canmore, and the rate is \$1.30 per ton.

DISTRIBUTING HOUSES AT MACLEOD



Agricultural implements at Macleod for distribution in Southern Alberta.

RAILWAYS KEEPING PACE WITH THE WESTERN GRAIN GROWER



The C. N. R. track cutter preparing a road for railway activity. The C. N. R. are building two important lines from Macleod, one to Calgary and the other to Pincher Creek.

Other Coal Rates

FROM	TO MACLEOD	TO LETHBRIDGE	TO CALGARY
Passburg	\$1.05	\$1.60	\$1.90
Lundbreck	1.05	1.45	1.90
Frank	1.20	1.60	1.90
Blairmore	1.20	1.60	1.90
Coleman	1.20	1.60	1.90
Hillcrest	1.20	1.60	1.90
Fernie	1.65	1.90	2.25

Cost of Construction Materials

An important item in building a large plant is the cost of construction materials and their accessibility to the point at which the plant is to be erected.

Macleod is within a few miles of one of the largest cement plants in Western Canada — that at Blairmore. The freight rate on cement from

Blairmore to Macleod is EIGHT CENTS, as against ten cents to Lethbridge and fourteen cents to Calgary. The rate from Fort William, as well as Ontario and Quebec points, is forty-five cents.

LUMBER

Price of No. 2 dimension elevator cribbing is \$13.00 AT MACLEOD, \$14.00 at Lethbridge, and \$16.00 at Moose Jaw.

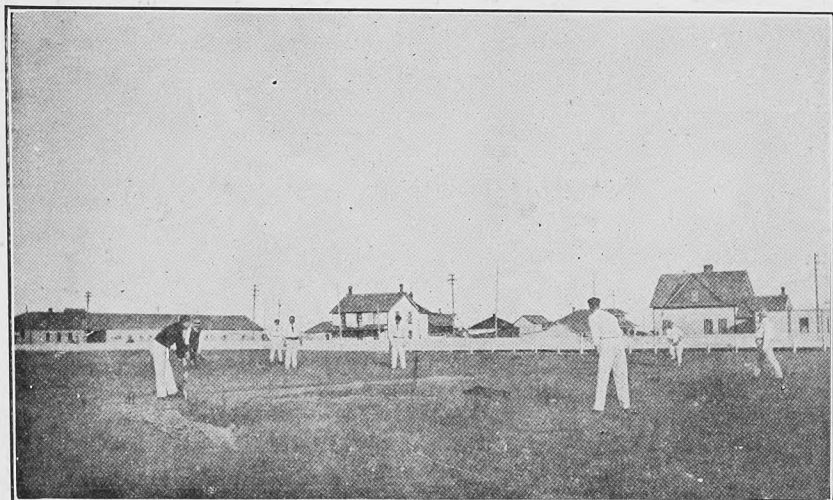
On account of Macleod and Lethbridge being near to the mountains, and the haul being consequently shorter, a rebate of \$2.00 is allowed these two towns.

In the large elevator built at Macleod there were from fifty to fifty-three cars of lumber, at 34,000 feet per car.

The saw-mills for spruce are within sixty miles, making Macleod closer than any other prairie town.

Macleod has the advantage over Lethbridge on all kinds of lumber, on wholesale list of fifty cents per 1000.

MACLEOD ENJOYS A BETTER CLIMATE THAN ANY OTHER PART OF CANADA



This picture shows a Macleod cricket match in the middle of February, 1912—on a day when it was twenty below zero in Toronto and Montreal. While other people were wrapped in their furs, the people of Macleod were out in their flannels.

Hotel Accommodation

Macleod's hotels are better than the hotels of any other town its size in Western Canada.

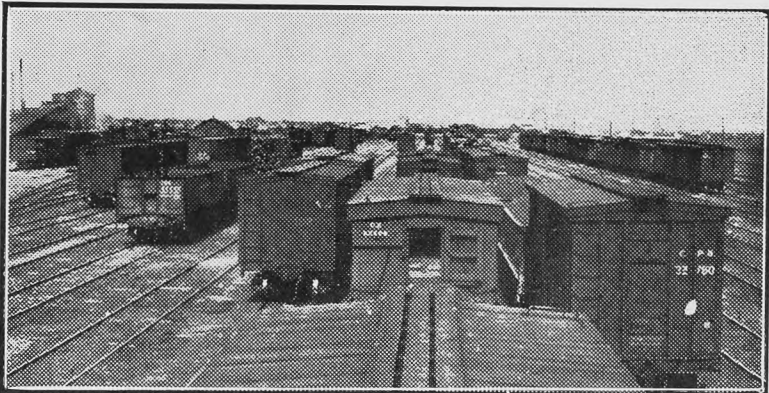
Queen's Hotel, American Plan, forty rooms; \$2.50, \$3.50 and \$5.00 per day.

Empire Hotel, American Plan, fifty-five rooms; \$2.00 per day.

American Hotel, American Plan, twenty rooms; \$1.50 per day.

The Connaught Hotel, one hundred rooms (nearing completion).

A CENTRE OF GREAT RAILWAY ACTIVITY



Freight in the C. P. R. yards at Macleod. Three thousand cars are handled here each week from the Crow's Nest Pass.

Railway Fares to Macleod

FROM	FIRST CLASS	SECOND CLASS
Montreal, Que.	\$56.20	\$37.80
Toronto, Ont.	46.25	36.40
Halifax, N. S.	69.65	50.10
St. John, N. B.	64.65	47.80
Quebec, Que.	60.20	41.00
Truro, N. S.	68.40	49.70
Ottawa, Ont.	52.80	36.40
New Westminster, B. C.	25.30	None
Vancouver, B. C.	25.30	None
Victoria, B. C.	25.30	None
Smith's Falls, Ont.	52.25	36.40
Owen Sound, Ont.	48.90	36.40

FROM	FIRST CLASS	SECOND CLASS
Salt Ste. Marie, Ont.	46.25	36.40
Saskatoon, Sask.	17.65	None
Prince Albert, Sask.	20.30	None
Woodstock, Ont.	46.25	36.40
Hamilton, Ont.	46.25	36.40
Niagara Falls, Ont.	47.55	36.40
New York, N. Y.	56.00	None
Boston, Mass.	55.95	46.90
Portland, Ore.	24.15	None
Seattle, Wash.	25.30	None
Detroit, Mich.	46.75	36.90
Port Arthur, Ont.	36.55	
Winnipeg, Man.	23.85	
Portage La Prairie, Man.	22.20	
Brandon, Man.	19.85	
Regina, Sask.	13.15	
Moose Jaw, Sask.	11.85	
Medicine Hat, Alta.	4.50	
Calgary, Alta.	3.25	
Banff, Alta.	6.55	
Lethbridge, Alta.	.95	
Edmonton, Alta.	10.05	
St. Paul, Minn.	31.95	
Minneapolis, Minn.	31.95	
Spokane, Wash.	12.95	
Chicago, Ill.	39.95	
Duluth, Minn.	31.95	
Liverpool, Eng.	from \$57.25 up for 3rd class from \$90.00 up for 2nd class from \$135.00 up for 1st class	
London, Eng.		
Aberdeen, Scot.		
Glasgow, Scot.		
Dublin, Ire.		



Signs of Macleod's Growth

POST OFFICE BUSINESS

Money Orders Sold

1910 \$ 4800 per Month ██████████

1911 \$ 6000 " " ██████████

1912 \$ 8400 " " ██████████

Stamps Sold

1910 \$ 415 Per Month ██████████

1911 \$ 480 " " ██████████

1912 \$ 720 " " ██████████

Custom's House Business

Year 1910-11 \$ 32,000 ██████████

" 1911-2 \$ 47,000 ██████████

"

ASSESSMENT

1907 \$ 1,053,081 ██████████

1908 \$ 1,133,420 ██████████

1909 \$ 1,382,681 ██████████

1910 \$ 1,665,080 ██████████

1911 \$ 1,936,806 ██████████

1912 \$ 4,000,000 ^{ESTIMATED} ██████████

BUILDING PERMITS

1909 \$ 120,000 ██████████

1910 \$ 227,460 ██████████

1911 \$ 200,000 ██████████

1912 \$ 600,000 ^{ESTIMATED} ██████████

Business Opportunities

MACLEOD WANTS

Distributing warehouses of every description.

A cereal mill.

A large flour mill.

A meat packing plant.

A biscuit factory.

A large brick plant.

A flour mill.

A boot and shoe factory.

A buggy and wagon factory.

An automobile factory.

A bag factory.

A box factory.

A clothing manufacturer.

Soap works.

A mattress factory.

A linseed oil mill.

A cold storage plant.

A match factory.

Every enterprise calculated to serve the needs of a new and growing community is wanted.

To manufacturers we offer a free building site, cheap power and low taxation; and besides these things they get the hearty co-operation of a community who intend to make their town and district the best in the whole of Western Canada.

For inducements write to

INDUSTRIAL COMMISSIONER,
MACLEOD, ALBERTA,
CANADA.

